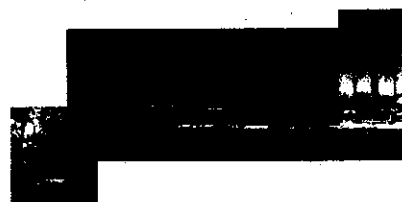


EXHIBIT A

4

**MILPITAS
ECONOMIC STRATEGIC ACTION
PLAN(PROPOSED)**



February 7, 2006

PROPOSED

CITY OF MILPITAS 2005 ECONOMIC STRATEGIC ACTION PLAN

The proposed Action Plan defines programs and activities to implement the strategy over the next three to five years. These actions are organized by the Strategic Plan goals and objectives and the City Budget and identifies implementation teams and estimated costs.

Goal: Improve Milpitas' Image as a Place to Live, Work and Shop

City Budget Policy: Oversee completion and implementation of the Economic Development Plan.	
Implementation Team & Costs	Timeline: June 2006
EDM, EDC, Engineering; Planning Estimated cost: \$50,000.	<ul style="list-style-type: none"> Recommend funding to install two (2) local identifying signs as part of the City's 2006-07 CIP. Incorporate into signs historic or cultural icons that reflect Milpitas' history and cultural diversity, such as using Handcraft Tiles. Team: Economic Development Manager (EDM); Economic Development Committee (EDC)
EDM, EDC, Information Services (IS)	<ul style="list-style-type: none"> Develop a new economic development page to be added to the City's existing web site, which provides information on economic development issues, programs, and events designed to educate and inform the public.
EDM, EDC	<ul style="list-style-type: none"> Utilize Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis to create or modify policies that will enhance economic and fiscal development, such as publicizing the economic, social and environmental benefits of manufacturing and industry, emphasizing the great location of Milpitas, etc.
EDM Estimated Cost: \$6,000	<ul style="list-style-type: none"> Present opportunities for combined marketing with Silicon Valley Economic Development Alliance (SVEDA) to maximize funds.
Implementation Team & Costs	1 - 2 Years
EDM, IT	<ul style="list-style-type: none"> Update and expand the economic development page on the web site on a quarterly basis.
EDM, EDC	<ul style="list-style-type: none"> Continue active support for construction of the two local identifier signs.
EDM, EDC	<ul style="list-style-type: none"> Improve public awareness of benefits to economic development.

City Budget Policy: Oversee completion and implementation of the Economic Development Plan.	
Implementation Team & Costs	1 - 2 Years
EDM, EDC	<ul style="list-style-type: none"> Use a Stakeholder Committee to define the major contributions forming the high quality of life in Milpitas, and to define the relationship between economic development and the high quality of life.
EDM	<ul style="list-style-type: none"> Work with Chamber of Commerce to update a flexible community profile package that can be used to inform both citizens and potential businesses about Milpitas, focusing on economic development issues.
EDM	<ul style="list-style-type: none"> Recognize and feature local successful businesses and largest employers in local newspapers, on the website and newsletters. Identify opportunities to involve them in community events to keep the residents informed about the significant contributions made by businesses to the local economy.
EDM, EDC, City Council	<ul style="list-style-type: none"> Develop a marketing and public relations program to improve visibility of Milpitas as a business and industry center.
Estimated cost: \$150,000	
Implementation Team & Costs	3 - 5 Years
EDM, EDC, Engineering	<ul style="list-style-type: none"> Recommend funding to construct and install all remaining local entryway signs and construct one freeway identification sign.
Estimated cost: \$1,180,000	a. Remaining local street signs: \$150,000 - \$180,000 b. Freeway Identifier Sign: \$1,000,000

Goal: Improve Retail Spending Opportunities

City Budget Policy: Clarify, formalize and implement economic development strategies and policies focused upon generating new and/or enhanced revenues.	
Implementation Team & Costs:	January - June 2006
EDM, Planning Director Estimated Cost: \$60,000	<ul style="list-style-type: none"> ED Manager and Planning Director to meet with Midtown Precise Plan property owners. Make recommendations to Planning Commission and City Council regarding creation of Precise Plan.
Implementation Team & Costs:	1 - 2 Years
EDM, EDC, Planning	<ul style="list-style-type: none"> Complete Precise Plan. Continue to work with Midtown property and business owners.
Implementation Team & Costs:	January - June 2006
EDC, EDM, Chamber	<ul style="list-style-type: none"> EDC Retail Subcommittee & Chamber Board meet to discuss programs and activities to promote Milpitas shopping.
Implementation Team & Costs:	1 - 2 Years
EDM, EDC, Chamber Estimated cost: \$25,000	<ul style="list-style-type: none"> Develop and implement a "Shop Local" campaign.

Objective 2.3.3 Support and enhance the Downtown Business Association activities and encourage participation in the Downtown Study Area (TSA) and EDC.	
Implementation Team & Costs	Implementation Team & Costs
EDM, EDC Retail Subcommittee, DMA Board	Downtown Milpitas Association (DMA) Board/EDC Retail Subcommittee meets regarding DMA strategies. Identify opportunities to promote Milpitas. Midtown, Transit Study Area (TSA) and industrial and commercial land use changes; hillside opportunities.
Objective 2.4 Develop and implement a plan to improve the transit system in the City.	
Implementation Team & Costs	
EDM	<ul style="list-style-type: none"> Review TSA Market Analysis with EDC in January or February 2006.
EDC	<ul style="list-style-type: none"> Develop recommendations on marketing TSA for Council consideration upon adoption of the TSA plan.
Implementation Team & Costs	Implementation Team & Costs
EDM	<ul style="list-style-type: none"> Quarterly updates to EDC on TSA planning and existing TSA projects.
EDC	<ul style="list-style-type: none"> EDC to advise on TSA Implementation efforts.
Objective 2.5 Develop and implement a plan to improve the transit system in the City.	
Implementation Team & Costs	Implementation Team & Costs
EDC, EDM, Planning, Engineering	<ul style="list-style-type: none"> Make recommendations for better destination signage throughout the core of the City.
EDM, Planning, Engineering	<ul style="list-style-type: none"> Facilitate dialogue with railroad, state, and federal landowners to guide redevelopment of their properties in the City particularly along the railroad lines.
Objective 2.6 Develop and implement a plan to improve the transit system in the City.	
Implementation Team & Costs	Implementation Team & Costs
EDM, EDM, Planning, Engineering	<ul style="list-style-type: none"> Make recommendations for better destination signage throughout the core of the City.
EDM, Planning, Engineering	<ul style="list-style-type: none"> Facilitate dialogue with railroad, state, and federal landowners to guide redevelopment of their properties in the City particularly along the railroad lines.
Objective 2.7 Develop and implement a plan to improve the transit system in the City.	
Implementation Team & Costs	Implementation Team & Costs
EDM, EDM, Planning, Engineering	<ul style="list-style-type: none"> Make recommendations for better destination signage throughout the core of the City.
EDM, Planning, Engineering	<ul style="list-style-type: none"> Facilitate dialogue with railroad, state, and federal landowners to guide redevelopment of their properties in the City particularly along the railroad lines.

EDM, Planning	<ul style="list-style-type: none"> The Mills Corporation is actively involved in the TSA development and meets with staff regularly on tenanting.
Implementation Team & Costs	1 – 2 Years
EDM, EDC, Planning	<ul style="list-style-type: none"> Support Planning in developing a master lease approach with Great Mall to facilitate new leases and use changes. Initiate annual Great Mall overview with EDC.
Implementation Team & Costs	1 – 2 Years
EDM, EDC, Estimated Cost: \$40,000.	<ul style="list-style-type: none"> Research best practices on surveys that other cities have used to evaluate the same. Determine applicability to Milpitas and make recommendations on implementation.
Implementation Team & Costs	1 – 2 Years
EDM, EDC, Chamber, Retail Subcommittee Estimated Cost: \$25,000	<ul style="list-style-type: none"> Work with Chamber, DMA and retail shopping centers to develop a comprehensive brochure marketing Milpitas retail.
EDM, EDC, Planning, Chamber Estimated cost: \$30,000	<ul style="list-style-type: none"> Support district master plans for designated neighborhood and commercial areas to guide their future development. Master plans should be at sufficient detail to permit identification and resolution of major policy issues and development constraints, and at the same time, be general enough to guide rather than to proscribe development solutions. Work with property owners to identify and encourage reinvestment opportunities in designated commercial districts and to develop strategies for repositioning or redeveloping poorly performing neighborhood and commercial uses.

Implementation Team & Costs	3 - 5 Years
EDM, EDC Estimated Cost: \$10,000	<ul style="list-style-type: none"> Update retail marketing brochure annually for distribution locally and regionally.
Implementation Team & Costs	January - June 2006
EDM, EDC, Planning	<ul style="list-style-type: none"> Evaluate zoning policies that may deter executive housing development in conjunction with 6.B.1.
Implementation Team & Costs	1 - 2 Years
EDM, EDC, Planning Estimated Cost: \$20,000	<ul style="list-style-type: none"> Evaluate Midtown, TSA and industrial and commercial land use zoning and changes to ensure that executive level housing opportunities are included. Evaluate impacts of hillside opportunities for additional executive housing development. Conduct a comprehensive analysis of City land use policies to ensure regulatory policies respond to changing market forces and that development maintains balance and character appropriate for Milpitas.

Goal: Balance Housing Supply with Demand for Housing by Local Workers

<p>Objective: Enhance the range of housing choices and neighborhoods by encouraging a mix of uses and housing types, including affordable housing, in areas with high potential for development.</p>	
<p>City Budget Policy: Oversee completion of the Economic Development Plan.</p>	
<p>Measures: Encourage a mix of uses and housing types, including affordable housing, in areas with high potential for development.</p>	
<p>Implementation Team & Costs:</p>	<p>January - June 2006</p>
<p>EDM, EDC, Neighborhood Services</p>	<ul style="list-style-type: none"> • Continue to encourage mixed-use developments, when feasible, to maximize the development potential of available sites. • Presentation of the City's Housing Element in Spring 2006 to EDC.
<p>Measures: Encourage a mix of uses and housing types, including affordable housing, in areas with high potential for development.</p>	
<p>Implementation Team & Costs:</p>	<p>1 - 2 Years</p>
<p>EDM, EDC, Neighborhood Services</p>	<ul style="list-style-type: none"> • Review criteria for use of redevelopment funds to further affordable housing. • Support master planning for designated neighborhood and commercial areas to guide their future development. • Review and analyze vacant, underutilized sites for potential development of specific housing and commercial use. • Encourage full utilization of properties under existing zoning consistent with the City's General Plan and other City policies. • Promote public investment in infrastructure to support the maximum development potential and encourage investment in underutilized areas. • Ensure the ongoing vitality of neighborhood commercial districts by establishing policies to maintain the character of neighborhood districts over time, recognizing that such policies have to be responsive to changing market forces.

Goal: Retain and Support the Success of Existing and New Businesses

Objective 4: Retain and expand existing Milpitas-based businesses	
City Budget Policy: Clarify, formalize and implement economic development strategies and policies focused upon generating new and/or enhanced revenues.	
Implementation Team & Costs:	
January – June 2006	
EDM, IT, EDC Estimated Cost: \$3,000	<ul style="list-style-type: none"> Update City's website with direct links to existing employment and job resource centers such as North Valley Private Industry Council (NOVA) and other business assistance service providers. Design and update an informational package for distribution to small businesses at City Hall such as a business base data, related news articles, and available space for lease in Milpitas.
Implementation Team & Costs:	
1 – 2 Years	
EDM, EDC, Chamber	<ul style="list-style-type: none"> Develop and coordinate small business assistance programs and activities with the Chamber of Commerce and other public and non-profit entities to provide services to local merchants.
Implementation Team & Costs:	
1 – 2 Years	
EDM, Engineering, DMA, City Council Estimated cost: \$75,000 per district	<ul style="list-style-type: none"> More applicable as Midtown and other commercial district redevelop. Consider Property Based Improvement District (PBID) depending on more specific goals of formation.
Implementation Team & Costs:	
January – June 2006	
EDM, EDC	Determine applicability of Historically Underutilized Business (HUB) and Enterprise Zones for Milpitas.
Implementation Team & Costs:	
1 – 2 Years	
EDM, EDC, Planning, Engineering, Public Works	<ul style="list-style-type: none"> Maintain attractive industrial and manufacturing areas. Attract and retain industrial businesses by providing business assistance to industrial and manufacturing businesses.

4.4.4. Develop business incubator initiative program that is flexible in funding in goals and including the use of existing vacant non-residential buildings.	
Implementation Team & Costs	January – June 2006
EDM, EDC	<ul style="list-style-type: none"> Use EDC to evaluate existing programs in other cities and determine applicability to Milpitas.
Implementation Team & Costs	1 – 2 Years
EDM, EDC	<ul style="list-style-type: none"> Make recommendations for business incentives to City Council with funding suggestions.
4.4.5. Create a nanotechnology business incubator program in Milpitas.	
Implementation Team & Costs	1 – 2 Years
EDM, EDC,	<ul style="list-style-type: none"> Work with professional groups to identify potential for nanotechnology development. Meet with Managers of existing business incubators.
4.4.6. Establish local permit requirements for business incubators with rebates and incentives to encourage installation.	
Implementation Team & Costs	January – June 2006
EDM, EDC, Building	<ul style="list-style-type: none"> Investigate local permit requirements to determine if fees are competitive to encourage installation. Consider as part of business incentive program if rebates desired.
4.4.7. Create an information resource inventory of local businesses.	
Implementation Team & Costs	January – June 2006
EDM, EDC, Engineering	<ul style="list-style-type: none"> Develop business outreach targets and create outreach program. Monitor the need for capital improvements to foster economic development on an ongoing basis. Enhance the City's web site and utilize as a tool to communicate with the business community. Update community profile and business base data. Maintain current information on the web site about economic development events and activities of interest to the business community.
EDM, IS, EDC	
EDM, Planning	<ul style="list-style-type: none"> Respond proactively to site location inquiries from prospective businesses with information that helps them chose Milpitas as the place to locate their business.
EDM, Chamber	<ul style="list-style-type: none"> Develop and maintain a package of information, which includes a current database on the City's community profile, business and space inventory and other useful information packets and materials to respond to potential clients' needs.

Implementation Team & Costs	1 – 2 Years
EDM, EDC, Planning Estimate Cost: \$80,000	<ul style="list-style-type: none"> • Develop Request For Proposal (RFP) to complete an existing conditions analysis of industrial, Research & Development (R&D) and office buildings outside TSA to establish guidelines for future land use transition. Consider limitation on assembly, medical, dental and similar uses in these areas until analysis complete. • Increase support by co-sponsoring Chamber mixers, monthly breakfasts, and annual events that may honor businesses for their contribution to the community. • Strengthen the unique economic role of each business area through zoning and other regulations. • Identify and participate in regional or statewide activities that will promote Milpitas as a regional commerce center. • Review existing conditions report and preliminary findings with property owners and other stakeholders. Present findings to Planning Commission and City Council for implementation.
Implementation Team & Costs	3 – 5 Years
EDM, EDC	<ul style="list-style-type: none"> • Continue the corporate visits. Corporate visitation should include large employers, large tax generators, and new businesses absorbing substantial or long-term vacancies.
<p>LEVEL 2 BUSINESS PROCESS IMPROVEMENTS: This level of business process improvement is focused on the internal operations of the business. It is a more complex and costly process than Level 1, but it can result in significant cost savings and efficiency improvements. This level of improvement is typically achieved through the implementation of business process reengineering (BPR) or lean manufacturing principles.</p>	
Implementation Team & Costs	January – June 2006
EDM, EDC, Chamber, Planning, IS, Building, Fire, Engineering	<ul style="list-style-type: none"> • Participate in the permit and inspection streamlining Roadmap for Service Improvements. Review recommendations with EDC and consult with Chamber of Commerce prior to implementation for business feedback. • Establish a stronger working relationship with commercial brokers in Milpitas to identify collaborative business attraction opportunities. Work with IS to maintain updated available property listings on the City's web site.
Implementation Team & Costs	1 – 2 Years
	<ul style="list-style-type: none"> • Evaluate parking standards to ensure sufficient parking for businesses and customers.

Goal: Improve Employability of Local Residents

<p>Objective 5.A.1 - Conduct a needs assessment of local residents that would help determine the types of training and employment programs that would be most effective for the community.</p>	
<p>City Budget Policy: Clarify, formalize and implement economic development strategies and policies focused upon generating new and/or enhanced revenues.</p>	
<p>Implementation Team & Costs January - June 2006</p>	
EDM	<ul style="list-style-type: none"> Meet with NOVA representatives to discuss options for increased outreach to Milpitas residents and report to EDC.
<p>Objective 5.A.2 - Establish a local business advisory committee to provide input on economic development strategies and policies.</p>	
<p>Implementation Team & Costs January - June 2006</p>	
EDM	<ul style="list-style-type: none"> Work with NOVA and state to determine training and employment financial assistance that may be available to local businesses.
<p>Implementation Team & Costs January - June 2006</p>	
EDM, EDC, Chamber	<ul style="list-style-type: none"> Publicize information on financial assistance programs for training and employment to local businesses.
<p>Implementation Team & Cost 1-2 Years</p>	
EDM, EDC, Chamber	<ul style="list-style-type: none"> Contact businesses to evaluate effectiveness of financial assistance training and employment programs.
<p>Objective 5.B.2 - Provide coordination services to help employers connect quickly with the right training resources to ensure an adequate supply of skilled workers and ready access for Milpitas residents to local job opportunities.</p>	
<p>Implementation Team & Costs January - June 2006</p>	

EDM	<ul style="list-style-type: none"> • Work with NOVA and state Employment Development Department (EDD) to understand how Milpitas residents are assisted with finding local employment opportunities. • Make recommendations on how to improve connection needs.
Objective 3.5.2: Increase entrepreneurship and participation in entrepreneurship	
Strategy 3.5.2.1: Organize and implement "Doing Business in Milpitas" Workshop	
Implementation Team & Costs	January – June 2006
EDM, Mayor, Chamber, SBDC and others Estimated Cost: \$1,500	<ul style="list-style-type: none"> • Organize "Doing Business in Milpitas" Workshop for Tuesday, February 28, 2006. Presentations and breakout sessions focused on new and potential entrepreneurs. • Investigate opportunities with the Entrepreneur Center for specific Milpitas outreach sessions.
Implementation Team & Costs	1 – 2 Years
EDM, Chamber, SBDC	<ul style="list-style-type: none"> • Conduct annual follow-up workshops.
Objective 3.5.3: Support and encourage entrepreneurship and business development	
Strategy 3.5.3.1: Support and encourage entrepreneurship and business development	
City Budget Policy: Oversee completion of the Economic Development Strategy.	
Strategy 3.5.3.2: Support and encourage entrepreneurship and business development	
Implementation Team & Costs	January – June 2006
EDM	<ul style="list-style-type: none"> • EDM working with Milpitas High students to create local high tech summer internship program. • Meet with MUSD officials on ways business could better serve to enhance academic status.
Implementation Team & Costs	1 – 2 Years
EDM	<ul style="list-style-type: none"> • EDM to meet with NOVA and MUSD officials to understand current career based programs and report back to EDC.
EDM, EDC Subcommittee	<ul style="list-style-type: none"> • Investigate a Business Speaker's Bureau to host student programs as a way to encourage participation in math and science classes.

Objective 5.D.2: Consider the development of a link with an school's career programs at the elementary and junior high school grades. (Response to 5.D.1.C's comments)	
Implementation Team & Costs	1 – 2 Years
EDM, EDC Subcommittee, Rotary	<ul style="list-style-type: none"> • Work with Chamber and Milpitas Rotary to see if Business Experience Day could be expanded. Contact Junior Achievement to see if their program can be of use in this area.
Implementation Team & Costs	3 – 5 Years
	<ul style="list-style-type: none"> • Evaluate impacts of Speaker's Bureau.

Goal: Diversity Milpitas' Economic Base

Objective A: Attract new businesses to Milpitas	
City Budget Policy: Clarify, formalize and implement economic development strategies and policies focused upon generating new and/or enhanced revenues.	
Strategy A: Develop a citywide economic development plan, including a business plan, to attract new businesses to Milpitas.	
Implementation Team & Costs	January – June 2006
EDM, EDC, Chamber	<ul style="list-style-type: none"> • Meet with commercial brokers and development community to expand awareness of Milpitas opportunities. • Develop citywide Wireless opportunities for businesses. • Publicize the TSA and Midtown Specific Plans. • Plan business development tour.
Implementation Team & Costs	1 – 2 Years
EDM, EDC	<ul style="list-style-type: none"> • Identify those businesses not represented in the Milpitas business community. Determine information needed by those businesses to make location decision and best ways to outreach to them.
Objective B: Develop a citywide economic development plan, including a business plan, to attract new businesses to Milpitas.	
Implementation Team & Costs	1 – 2 Years
EDC, EDM	<ul style="list-style-type: none"> • Develop cost estimates for starting and administering a business incubator.
Estimated cost: \$200,000/year	
Objective C: Increase the number of Class A professional office space.	
Objective D: Increase the number of Class A professional office space.	
Implementation Team & Costs	January – June 2006
EDM, Planning, EDC	<ul style="list-style-type: none"> • Track business condominium conversions to evaluate impact on creating Class A professional office space. • Support Midtown Specific Plan efforts to strengthen downtown to attract more professional office tenants.

	<ul style="list-style-type: none"> • Evaluate existing zoning ordinance to identify policies that conflict with maintaining a healthy business community. • Recommend EDC create a subcommittee for this effort.
Implementation Team & Costs	1 – 2 Years
EDM, EDC	<ul style="list-style-type: none"> • Continue to support policies and programs that expand and attract more Class A professional office tenants. • Make recommendations on specific zoning amendments to facilitate continued economic vitality.
Implementation Team & Costs	January – June 2006
EDM, EDC	<ul style="list-style-type: none"> • Meet with commercial brokers and property owners.
Implementation Team & Costs	1 – 2 Years
EDM, EDC Estimated Cost: \$10,000	<ul style="list-style-type: none"> • Develop targeted marketing for business professionals.

Goal: Develop Economic Strategy Performance Measures
 (Response to City Council comments on 7/0/05)

City Budget Policy: Oversee completion of the Economic Development Strategy.	
Implementation Team & Costs	January – June 2006
EDM, EDC	<ul style="list-style-type: none"> Develop measurements to gauge effectiveness of ED program and review with City Council. Identify baseline data for measurements.
Implementation Team & Costs	1 – 2 Years
EDM, EDC	<ul style="list-style-type: none"> Evaluate measurements bi-annually. Present update to City Council and update accordingly.
City Budget Policy: Oversee completion of the Economic Development Strategy.	
Implementation Team & Costs	January – June 2006
EDM, EDC, Planning, Building, Fire, Engineering	<ul style="list-style-type: none"> Identify existing city policies may prohibit or are inconsistent and deter business development.
Implementation Team & Costs	1 – 2 Years
EDM, EDC	<ul style="list-style-type: none"> Identify potential policy and program updates.

Goal: Provide Administrative Services to the Redevelopment Agency

Objective 2.5: Enhance the Redevelopment Agency's economic development efforts by providing administrative services to the agency.	
Implementation Team & Costs	January - June 2006
EDM	<ul style="list-style-type: none"> Join California Redevelopment Association and participate in legislative briefings and meetings.
Implementation Team & Costs	1 - 2 Years
EDM, Finance, City Council	<ul style="list-style-type: none"> Continue to follow state legislative actions regarding redevelopment and use of tax increments.
EDM, Finance	<ul style="list-style-type: none"> Seek ways to utilize appropriate legislation and economic development tools to generate revenue for the City to continue maintaining a strong fiscal base.
Objective 2.6: Develop and maintain a strong relationship with the local business community to ensure economic development.	
Implementation Team & Costs	January - June 2006
EDM, EDC	<ul style="list-style-type: none"> Participate in local and regional organizations that represent business and property owner interest that will more effectively expose Milpitas for future business development.
Estimated Cost: \$1,000	<ul style="list-style-type: none"> Organize "Doing Business in Milpitas" presentation for Good Morning Milpitas (January 13, 2006).
Implementation Team & Costs	1 - 2 Years
EDM, Building, Planning, Fire, Engineering, Finance	<ul style="list-style-type: none"> Organize a "Doing Business in Milpitas" work fair for local contractors and "do-it-yourselfers". Host annual Chamber Mixers at City Hall.
Estimate Cost: \$2,500	

Objective 8C: Implementation of Redevelopment Agency Five Year Implementation Plan (2006-2010)	
Implementation Team & Costs	January – June 2006
EDM, Finance, Engineering	Presentation of 5 year Plan by City Council/Redevelopment Agency in February/March 2006.
Implementation Team & Costs	1 – 2 Years
EDM, Finance	Hold bi-annual public hearing in 2007/08.

PROPOSED
CITY OF MILPITAS 2005 ECONOMIC STRATEGIC ACTION PLAN

Summary of Estimated Costs

February 7, 2006

<u>Activity</u>	<u>Estimated Cost/Year</u>
1. New street identifier signs	\$30,000 (FY 06-07)
2. Combined Marketing	\$180,000 (FY 08/09 – 10/11) \$6,000 (FY 05-06)
3. Public Relations Program	\$150,000 (FY 06/07 or 07/08)
4. Freeway Identifier Sign	\$1,000,000 (FY 08/09 – 10/11)
5. Midtown Precise Plan	\$60,000 (FY 05-06)
6. Shop Local Program	\$25,000 (FY 06/07 or 07/08)
7. Resident Shopping Survey	\$40,000 (FY 06/07 or 07/08)
8. Retail Marketing Brochure	\$25,000 (FY 06/07 or 07/08)
9. Annual Marketing Updates	\$10,000 (FY 08/09 – 10/11)
10. Neighborhood Commercial Planning	\$30,000 (FY 06/07 or 07/08)
11. Zoning Analysis	\$20,000 (FY 06/07 or 07/08)
12. Small Business Info Packet	\$3,000 (FY 05-06)
13. Property Based Improvement District	\$75,000 (FY 06/07 or 07/08)
14. Industrial Land Use Analysis	\$70,000 - \$80,000 (FY 06/07)
15. Doing Business in Milpitas Workshop	\$1,500 (FY 05-06)
16. Nanotechnology Incubator	\$200,000/year
17. Business Professional Targeted Marketing	\$10,000 (FY 06/07 or 07/08)
18. Do It Yourself Fairs/Chamber Mixers	\$2,500 (FY 06/07 or 07/08)
TOTAL	\$1,948,000